



For 17 years,  
NUMA has been supporting innovators.  
We accelerate startups,  
support corporates,  
and host thousands of events tackling tomorrow's trends,  
everywhere in the world.

## OUR CONVICTIONS

Startups,  
corporates,  
institutions and  
communities can  
grow together.

Innovation is a  
matter of  
culture,  
not technology

Being open to  
diversity fosters  
innovation

# DATA CITY

[www.datacity.co](http://www.datacity.co)



# DataCity leverages a data-driven approach to address cities challenges

DataCity aims at solving urban issues<sup>1</sup>...



ENERGY



BUILDING



LOGISTICS



WATER AND WASTE  
MANAGEMENT

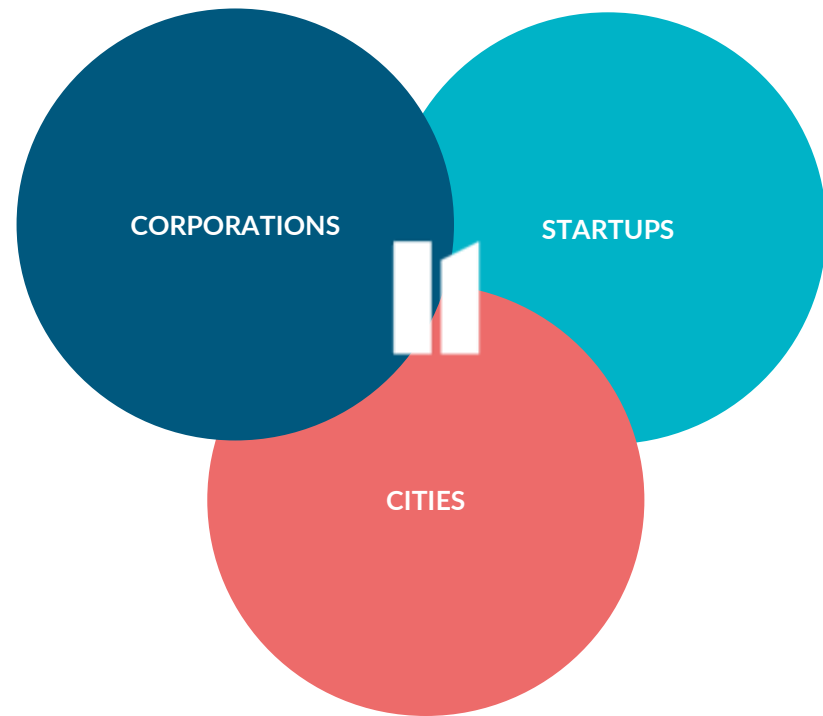


MOBILITY



SERVICES

...using data sets through the collaboration of startups, corporations and cities



The success of the collaboration holds in the ability of the program to align each stakeholders' interests and create value for everyone

# From problem definition to viable solutions in 9 months

NUMA helps partners define the challenges they are facing. After identifying the most relevant startups to solve these challenges, partners and startups experiment the solutions using data sets and experimentation fields in order to test their viability.



## DEFINE

Define with sponsors and cities the challenges startups will address

3 months

## SELECT

Select the best international and local startups to address those challenges

3 months

## EXPERIMENT

Experiment on the field with startups, sponsors and cities

2 months

## SHARE

Measure the impact and share the results during an international Global Summit

1 month

# Challenges of the second edition of DataCity in Paris

## CHALLENGES

## MAIN STAKEHOLDERS

Logistics

- City planning to ease logistics
- Information about waste collection times



Mobility

- Understand tourist flows
- Urban planning
- Analyzing travel patterns on tourist buses



Energy

- Reducing power consumption
- Local electricity community
- Intelligent street lighting
- Predictive maintenance



Smart building

- Sharing facilities and increasing occupancy rates



# Intelligent street lighting

How to provide intelligent lighting in the streets of Paris by analyzing urban travel data ?

## SOLUTION

- **Goal:** develop a new solution for upgradable dynamic lighting in the streets of Paris taking into account soft transport (walking, cycling, etc.)
- **How:** Build a SaaS software that leverages historical data to offer business users powerful analytics and simulation tools
- **Data used:**
  - Georeferenced data on street lighting facilities in the experiment area
  - Travel-related data from mobile devices for a representative sample covering uninterrupted periods (24/7) in France (locals and foreigners)

## MAIN ADVANCEMENT STEPS

- ✓ Identification of the use case
- ✓ Integration and qualification of the data
- ✓ Categorize the typologies of movements
- ✓ Calculation of the potential savings
- ✓ Creation of a prototype interface
- Code the algorithm
- Creation of the data visualization interface
- Demonstration using historical data

## HOW THE SOLUTION WILL CREATE VALUE FOR EVERYONE

### Partners



**BYES:** sharpen its competitive edge by providing a wider choice of urban services and connected objects

**SFR:** develop a solution to manage street furniture that taps into the geo-statistics expertise SFR has developed by using radio-mobile data



### Start-up

Quantmetry



**Quantmetry:** build a software that enables Quantmetry to offer powerful analytics and simulation tools to its clients

**Data Iku:** enhance its data analytic and visualization platform and identify new potential clients

### City of Paris



**City of Paris:** reduce light pollution and energy consumption and become a zero-carbon city

# The Entrepreneurial Public Institution

- **Bridge the culture gap**
  - Learning expeditions to shift mindset
  - Intrapreneurship to spring to action
- **Fail fast / learn fast**
  - Provide Small amounts readily available
  - Don't set objectives, measure results and iterate
- **Public open institution**
  - Provide assets even if you think they are irrelevant
  - Involve entrepreneurs to challenge you from the inside